



U.S. Customs and Border Protection



U.S. Customs and Border Protection (CBP), Office of Trade, will be offering the following complimentary webinar:

Your IP Matters! How Product Identification Guides Help CBP Find the Counterfeits.

March 22, 2022

1 – 2:30 p.m. (Eastern time)

Register Today

by clicking here for the registration link

Small businesses represent 99.9% of all U.S. businesses and employ 47.1% of the U.S. workforce. Small and mid-sized enterprises ("SMEs") are the lifeblood of the U.S. economy, driving business development, economic vitality, and human progress. Many of our SMEs, including start-ups, entrepreneurs, independent creators, and inventors, have developed a brand and taken it to market – creating a product or service that directly benefits consumers, improving and enriching their lives. These ideas often form the basis of enforceable intellectual property rights. When these rights are exploited, everyone loses.

This webinar will help you understand how product identification guides submitted by rights holders help CBP find counterfeits and pirated copyrights

The CBP Office of Trade is not only tasked with facilitating legitimate trade, but also enforcing the law, safeguarding the American economy, ensuring consumer safety, and creating a level playing field for American businesses -- especially our SMEs!

CBP has broad authority to protect federally registered trademarks and copyrights at the border by preventing the entry of infringing imports into U.S. commerce, provided these IP rights are recorded through the e-Recordation program (visit <https://iprr.cbp.gov/> for more information). CBP enforces all recordations, no matter how large or how small the enterprise of the IP owner.

Product identification guides provide front-line CBP Officers with detailed information and pictures of legitimate merchandise in comparison with counterfeits of the same items. Officers save time and effort in making appropriate seizures of counterfeits and pirated copyrighted products. They can also reach out to company contacts listed in the guide. Product identification guides are held in a secure system only accessed by CBP.

This webinar is the eighth in the series of *The Year of the SME*, in support and recognition of small and medium enterprises. Stay tuned for information on the next *Year of the SME* program by visiting <https://www.cbp.gov/trade/priority-issues/ipr/cbp-year-sme>

<https://cdn.advocacy.sba.gov/wp-content/uploads/2019/04/23142719/2019-Small-Business-Profiles-US.pdf>